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~~42.~~ The method of claim ⁴⁰~~41~~ in which the inline logic or references to external logic govern a semantic and presentation structure and an interactive behavior used in completing the transaction.

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~~42~~^{43.} The method of claim ⁴⁰~~41~~ in which the logic governs the presentation of information to the party.

⁴³~~44.~~ A machine-based method comprising:
analyzing a message to derive response information concerning a commercial transaction, the message comprising at least part of a message sent to a customer and a response of a customer to the message, and,

based on the derived information, automatically generating commercial transaction data in a format that is usable to automatically complete the commercial transaction,
the message being entirely email-based.

⁴⁴~~45.~~ A machine-based method comprising
sending an entirely email-based electronic message to a target party, the email-based message relating to a potential commercial transaction between the target party and a source party, the email-based message including at least one element that establishes a context for the target party and enables the target party to interact with the element to effect the transaction.

⁴⁵~~46.~~ The method of claim ⁴⁴~~45~~ in which the element enables the party to complete the transaction.

⁴⁶~~47.~~ The method of claim ⁴⁴~~45~~ in which the element comprises an active graphical device.

⁴⁷~~48.~~ The method of claim ⁴⁶~~47~~ in which the active graphical element comprises a button.

⁴⁸~~49.~~ The method of claim ⁴⁴~~45~~ in which the context includes credit card information associated with the target party.--